

**March, 1957**



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of The Future...**

*With the culmination, on February 23, of Architects' Week, proclaimed by Governor Collins and civic administrations throughout the State, the AIA begins its second Hundred Years of Progress. High point of the year's Centennial Observance in Florida will be the 43rd Annual Convention of the FAA, the theme for which will be The Challenge of The Future . . .*

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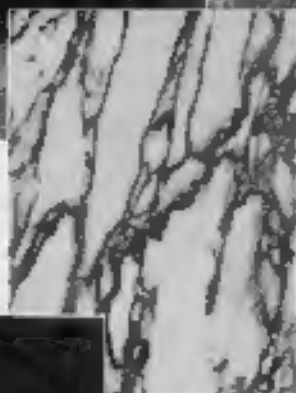
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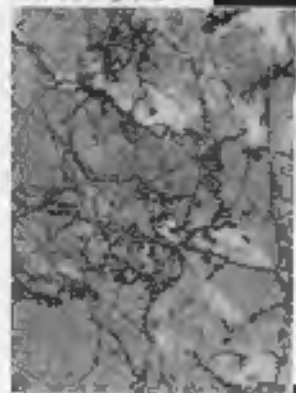


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# The Florida Architect

VOLUME 7

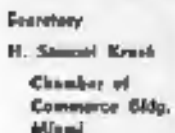
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NUMBER 3

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MARCH, 1957

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## THE COVER

The AIA's Centennial Celebration seal is by far the best illustration available to suggest how the theme and program of the F.A.A.'s coming 43rd Annual Convention at Clearwater has been planned to serve as a climax to this professional anniversary year. The architectural profession undoubtedly has a tremendous future in Florida. Conventions there will give an opportunity to define its challenge in practical terms.

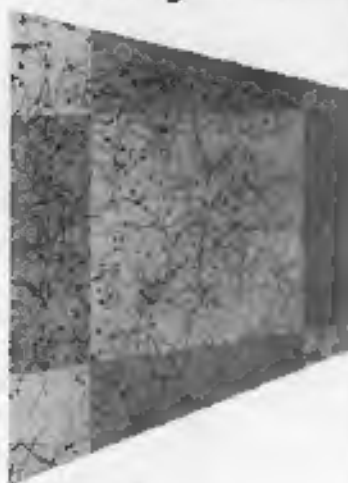
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2



The Convention Hall in the Atlanta-Biltmore Hotel will be headquarters for the 1957 Conference of the AIA's South Atlantic Region.

## 1957 Regional Conference

**The Place is Atlanta; the Sponsoring Host is the Georgia Chapter, AIA; and the Time is April 4th, 5th and 6th.**

Based on the theme "Science, Invention and Architecture," the 1957 Conference of the South Atlantic Region, AIA, promises to be one of the most elaborate ever held, according to the program planned by the 12-man committee of the Georgia Chapter, sponsor of the 10-chapter meeting. Planned highlights include two cocktail parties, a hospitality night—open house at the homes of host-chapter architects—a series of sightseeing tours and an 8:30 to 2:00 A. M. windup party "in the real tradition of the *Beaux Arts ball*," complete with prizes for costumes and a midnight supper.

Headquarters for the Conference is the Atlanta-Biltmore Hotel Convention Hall. It will be the scene of a full, three-day conclave starting Thursday morning, April 4, with the opening of the Building Products Exhibit at 8:30. Slated for this opening morning are a meeting of the 15 regional Chapter presidents at 9:00 and a 10:30 meeting of the Regional Council at which AIA Director HERBERT C. MITCHELL will preside.

After a luncheon at the Georgia Tech School of Architecture, BENJ. PRICE, Chairman of the AIA Committee on Chapter Affairs, will ad-

dress a general meeting scheduled for 2:00 P. M. This will be the first of only two regional business meetings on the Conference program and will include reports of the ten regional committee chairmen—with JOHN L. R. GRANT (Chapter Affairs) the sole Florida representative. Following will be separate meetings for each regional committee.

Thursday night is the open house, including a buffet supper, to be held at homes of host architects. The Conference committee emphasizes this fact: "You must be pre-registered to be assured of an invitation"—which, in view of Georgia's famed hospitality, should be sufficient incentive for individual action throughout the region.

Friday will be a day overflowing with food for thought. Its scheduled start is at 8:30 A. M. with a keynote address by WALTER McQUADE, of New York, which will be followed by talks on "Color and the Human Eye," by HOWARD KETCHUM, "Sound," by ROBERT NEWMAN, and "Environmental Factors and Thermal Comfort," by ELIZABETH R. KATZ. Each talk will be followed by a panel discussion.

At Friday luncheon, to be followed by the second business meeting of the

(Continued on Page 4)

THE FLORIDA ARCHITECT



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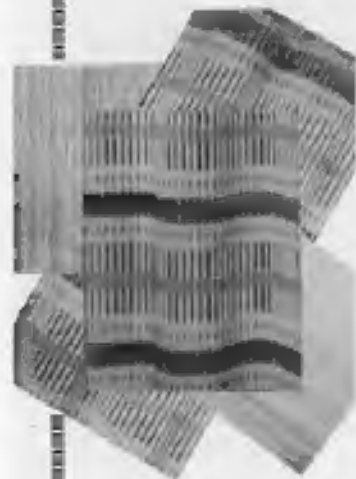
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## Regional Conference . . .

(Continued from Page 2)

Conference, AIA President LOUIS CHATELAIN, JR., FAIA, will address the Conference. During the afternoon Dr. HOYT L. SHERMAN will conduct a seminar on "Visual Perception," followed by a panel discussion and a summary talk by WALTER McQUADE. The evening starts with a cocktail party hosted by the Atlanta Chapter of the Producers' Council. It will be followed by a dinner, highlighted by presentation of honor awards by AIA President CHATELAIN.

Saturday morning will be equally as full, according to the present schedule. The Georgia Chapter will be host at a "Continental Breakfast" at 7:45; and at 9:00 WALTER McQUADE will preside at the theme seminar of the Conference. Four speakers will discuss various aspects of "Science, Education and Architecture," including LOUIS KANE, Philadelphia, I. M. PEI, New York, Psychologist ALAN H. HARTSON, and University of Pennsylvania artist-painter LAMAR DUBO. What they say will be subject to questions from the floor and discussion by a panel comprising HOWARD KETTERER, ROBERT L. NEWMAN and Dr. HOYT L. SHERMAN.

Various sightseeing-Atlanta tours will be the afternoon's chief activity. And the gala BEAUX ARTS BALL will be held Saturday evening at the Progressive Club. It will start at 8:30 P.M. will be co-sponsored by the Conference host Chapter and the Student Chapter of the Georgia Tech School of Architecture, and will feature "a fine orchestra, excellent refreshments and top-flight jukebox." The first prize will be a trip for two to Mexico City—air transportation and hotel accommodations for a week included.

Registration fee of \$5.00 for all AIA corporate and associate members includes admission to all conference sessions and permits purchase of tickets to such events as cocktail parties, luncheons and dinners, the Continental Breakfast and the Beaux Arts Ball. Wives of Conference participants are exempted from payment of registration fees. Hotel reservations presumably should be made directly to the Atlanta Biltmore Hotel. Pre-Conference registration—necessary to assure an invitation to the Host Chapter Hospitality Night—should be made through the Conference Committee Registration Chairman, JOAN SMOCKNER, 391 Peoples Street, S.W., Atlanta, Georgia.



Georgia Chapter President GEORGE A. ALEXANDER, above, has named Joseph Amisano as General Chairman of the 1957 Regional Conference Committee. Amisano heads an twelve-man group which has virtually completed plans for making the three-day conference outstanding from every point of view. Ladies' activities, which will play an important part in the program, are in charge of Mrs. John Edwin Wells, of Atlanta.

Ladies will be invited to attend all programmed events. In addition a special program for them has been planned to include a Thursday afternoon tea at the new galleries of the Atlanta Art Association; and a fashion show, luncheon and theater party on Friday.

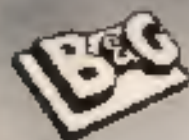
President Workman is anxious that a full roster of FAA Directors attend.

As now planned, the FAA Board will hold at least four more meetings this year. After March these are scheduled for: June 8, at the Fort Harrison Hotel, Clearwater; August 10, at Tampa; and again at Clearwater just prior to the 43rd FAA Annual Convention in November.

## FAA Directors Will Meet in Orlando

March 16 will be the date of this year's second meeting of the FAA Board of Directors. Following past custom, the meeting will start with a luncheon at 12:30 and will continue through the afternoon. Location is the San Juan Hotel at Orlando.

THE FLORIDA ARCHITECT



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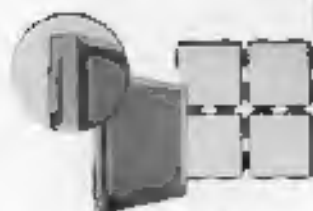
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# Residential Is Essential

BY FRANK E. WATSON



I've always wanted to write an article on Residential Architecture, mainly because I don't do very much of it. Residential Architecture, that is. Come to think of it, I don't write many articles on the subject either. That makes me an expert, including all the usual wisecracks that go with the term. Or an authority. Or at least qualified enough by this background to ramble at length on the subject.

Over a long period of looking at residences—and brother let me tell you there's nothing more deadly—I have reached a number of conclusions, the least important of which is that it's about time that someone, meaning me, took the time to define the terms that are used in describing these gems, so that we, the Architects, will all be operating under the same Code of Ethics and Rules. Let's start with that cluttered mess commonly called the Single Family Residence.

**A Single Family Residence**—A house built for a family having enough money so they don't have to share expenses—or they live far, far away from their in-laws.

**A Two-Family Residence**—The same as a Single Family Residence, except that the family does *not* have enough money so they *do* have to share expenses—or their in-laws live in the same town.

**A Duplex**—By duplicity and cunning a family manages to build a duplicate of their house, opposite hand—so they can quit work and live off the sucker next door.

**An Apartment**—A living unit with a maximum number of inside rooms, so arranged that there is no privacy between you and your neighbors.

**A Co-op**—Same as an Apartment except that it costs more. You are stuck with it longer and you get a nice brochure illustrated in four colors.

**A Housing Project**—This is a real time saver—Tomorrow's Slum Today.

So much for generalities. To be specific, let's define the Basic Parts of House Architecture, so that ever again will there be confusion on this all-important matter.

**Front Entrance**—This is usually on the side so that you have a choice when entering the House of going to the Living Area, Dining Area, Kitchen, Bedroom or the Bathroom—just in case you want to live a little, eat a little, sleep a little, etcetera.

**The Entrance Hall**—The space immediately adjacent to the Front Entrance that you have to go through in case you want to live a little, eat a little, sleep a little, excetera, etcetera, etcetera.

**The Foyer**—The same as the Entrance Hall except that it is usually on an upper floor—why I will never know.

**A Breezeway**—An open space between two wings of a house located so that the prevailing breeze can blow through it so that it will not go through the House. Only if the orientation is right, however.

**A Patio**—Same as a Breezeway—but the two open sides are enclosed to keep the breeze out, so that it can go through the house. A house without one of these is just not there that's all!

**A Screened Patio**—The same as a Patio, except that the sides and top are covered with screening. The purpose? To keep the insects that are already in the house—in!

**A Lanai**—Same as a Screened Patio, except that the Architect spent the Winter in Hawaii.

**A Florida Room**—Same as a Lanai, except that the Architect couldn't afford to go to Hawaii.

**A Porch**—The same as a Florida Room, except that the bids came in too high and the walls had to be omitted.

**A Terrace**—Same as a Porch, except that we had to cut some more—No Roof!

**A Carport**—Part of the Terrace. The owner found money in  
(Continued on Page 9)



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## SERVICE IN YOUR AREA

## Residential Is Essential . . .

(Continued from Page 7)

his budget for a canvas awning to cover the car.

**A Garage**—Same as a Carport except a door and some jalousies have been added so that we can take care of an occasional pest—I mean guest—for the Winter.

**A Breezeway**—The same as a Garage except that it is an open space to let the breeze blow through so that it will . . . well, well, back to that again! (See above).

To sum it all up we have the—Multi-Purpose Room. This is the catch all, a combination of all the foregoing where we all can live a little, relax a little, eat a little, sleep a little, recreate a little, etcetera, etcetera, etcetera.

Now for some culture.

Let us review the Residential Styles of Architecture as Presently Practiced (or is it practised?).

First and Foremost:

**The Formal or Mediterranean**—Coral Gables, Florida, is the natural habitat of this one. Its most outstanding characteristics are the barrel-tile roof and the stucco facade—although it has been known to allow a little stone or brick to creep in for accent. This is considered daring, however, and is frowned upon by the Purists.

**Modernistic**—No less than five roof levels allowed on the true Modernistic House—also all four facades should be entirely different, both in material and intent. This style had its origin back in the doldrums and is prevalent even to this day, especially in resort areas.

**The Ski-Jump**—This is a long attenuated box-like House with a monopitch roof extending the full length of the structure, designed to completely fool the neighbors so they will not know which is the front or back. Very important to the occupant, strategically. This is a rare specimen. Examples of this type are hard to come by.

**The Bat Wing**—A house of parts—two parts—each with a

monopitch roof sloping towards the other. A very clever device, I believe, so that all the rain water will collect in one area so that it is easy to locate the leaks.

**The Super-droop**—This is a residence where the roof overhangs at least three feet. It gives that sense of shelter so necessary in the tropics. The most interesting examples of this type are the ones where the projection is beyond the design strength of the rafters giving that distinctive wavy appearance to the roof line. This must be in great demand, because there are so many droopy ones being built.

**The Soub-nose**—Similar to the Super-droop except that the roof overhang has been reduced to four inches. This one is cheaper, but it doesn't have that rakish appearance that we have come to associate with the Super-Droop.

**The Bird Cage**—This is just one big Screen Patio with all the amenities that we expect from this type of living. This is a house with a minimum of built-in privacy and ideal for a family that wants a sun bath in a hurry.

**The Seon-and-a-Half, or Split-Level**—This is a very popular item and particularly adaptable to a site that has a slope of six inches in the depth of the lot.

**The House on Stilts, or Poles, or Piliis**—This type is just beginning to catch on in this country, but has been quite popular on the Continent. In this style all habitable areas are placed on an upper level so that the occupants are protected from scorpions, snakes, bill collectors and other friends.

**Beach Type**—Any sprawling builder's house on a fifty-foot lot. Well that clears that up.

I hope this lexicon of Residential Architectural Styles and Terms will be received in the same spirit in which it is written. And if it is, I am sure that membership in the I.A.A. (Institute of Architects Anonymous) will be greatly increased.



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## Design of Edsel Ford High School features distinctive, economical Concrete Shell Roofs

The first concrete shell roofs constructed in Michigan were used in the Edsel Ford High School in Dearborn. Four shell units were built over the art gym, one over the girls' gym, and a fourth over an intermediate building housing the swimming pool and locker rooms. All four roofs have spans of 100 ft. and eave-to-eave arches of 12 ft. radius and a rise of 3 ft.

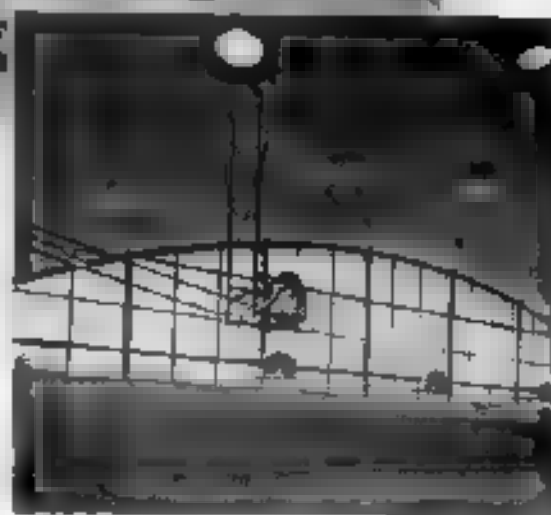
Concrete shell roof construction was selected because (1) it provided unobstructed interior; (2) it was adaptable to the architectural design; and (3) it was economical to build.

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Large photo shows completed structure. Girls' gym is in foreground; boys' gym in rear. Depressed roof between gyms serves entrance porch and locker rooms. Small photo above shows clean, unobstructed interior of boys' gym. Photo below shows how shell roof design was repeated to set over walk connecting gymnasium wing with swimming pool. Architect, Charles M. Smith Associates, Inc., engineer, Alfred Zenzinger Construction Co., W. Burke Construction Co. all are from Detroit.



THE FLORIDA ARCHITECT

# THE ART OF VISUALIZATION . . . .

From the days of Piranesi, architectural renderings have been a bridge of mutual communication between a designer and his public, an architect and his client. Today, in an era of expanding technology and architectural capabilities, the art of visualization is more than ever an important one.

Last month, at the Georgia Tech School of Architecture, one of that art's acknowledged masters exhibited a few examples of his work, even if which are shown in the end of following two pages. He is James Newcomb, 33, of Kennesaw, Ga. The exhibition of his work was part of Georgia Tech's Architectural School program of stimulating students' ability to draw.

It is certain that the month exhibition provided both example and inspiration to its viewers. It was created in a school which has specialized in the pictorial phase of architecture in its efforts to make it more understandable. Special commendation for rendering from the AIA—made in the same way was made—recognized in the nation's architectural delineation through the Birch-Burdette Long Award in August.

Study for Miami's Dodge Island Port Development for which Wood, Russell, Johnson, Associates are architect and engineers. The original drawing measures 30 by 40 inches.







This proposed 1,000,000-volume library for the University of Miami was designed by Watson and Deutschman, engineers and architects, with whom Joseph M. Smith was formerly associated. The original rendering measured 20 by 40 inches.



Measuring 20 by 34 inches in the original, this rendering shows the maintenance hangar for National Airlines as designed with a folded plate concrete structure by Wood, Russell, Solomon, Associates. The building is now in process of construction.



Resort Hotel for the Caribbean, designed by Watson & Deutschman. Proposed for construction on a site. This is the outside view embodying banded ball cones and columns. The original drawing measured 15 by 25 inches.



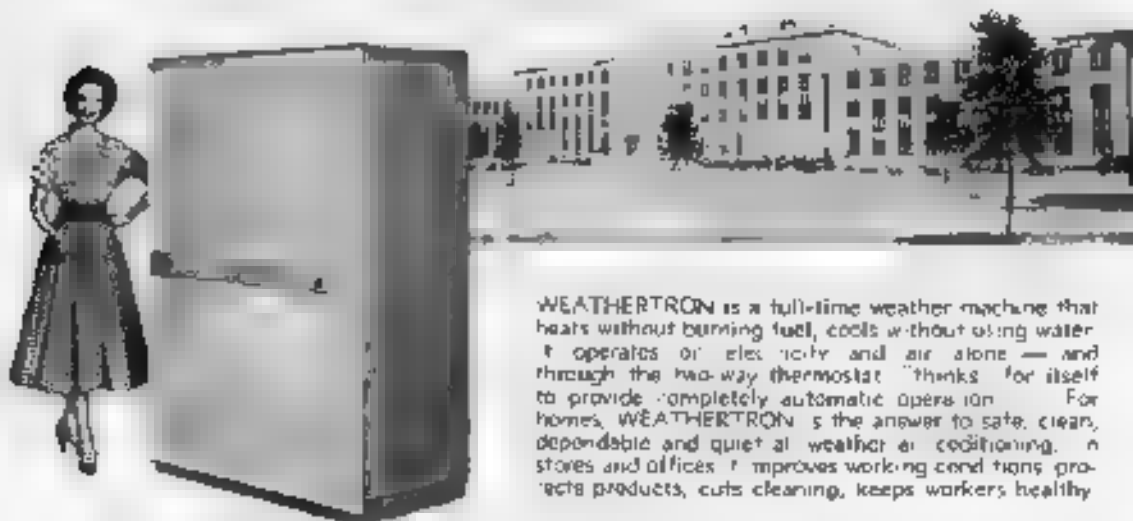
Above: U.S. Post Office and Garage facilities proposed for Seattle, Washington, by Watson and Deutchman, architects and engineers. This drawing measured 20 by 40 inches. Right: Twenty-story ocean-front co-operative apartment building in Ft. Lauderdale designed by Charles F. McKimhahn. The original drawing of which measured 30 by 40 inches. The design incorporates skyways and underground parking facilities.



This parking garage, designed for a Miami Beach location by Watson and Deutchman, is a four-level structure, faced with precast concrete wall panels. The rendering, measuring 20 by 34 inches is considered by the author as one of his best and won for him the Birch-Barthelme Long award.



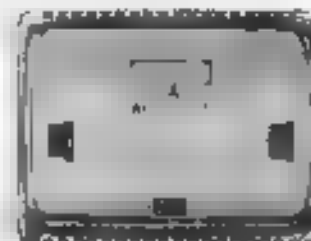
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# Chapter Officers and Committees for '57

Material on this and the following pages lists Committee Chairmen for all standing and special committees of all Florida's ten AIA Chapters. Note that in smaller Chapters, many committee functions are grouped under a single heading. Customarily work on various phases of such combined committees is assigned to individual committee members.

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Treasurer: Joseph T. Romano

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Annual Architects Dinner: Robert Todd  
Architectural Practice: A. Courtney Stewart  
Building Codes: John M. Evans  
Centennial Observance: William F. Bigoney  
Chapter Affairs: Cedric Starr  
Collaboration with Design Professions: Joseph Romano  
Hospitals & Public Health: W. A. Gilroy  
Legislative: James K. Pownall  
Preservation of Historic Buildings: B. C. Lukens  
Public Relations: Jack W. Zimmer  
Rep. to Technical Secretary AIA: B. C. Lukens  
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Education, Awards, Scholarship & Exhibits: Robert E. Hanson

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Secretary: Ralph Spicer  
Treasurer: Edwin Sneed

### FAA Director

Francis Walton

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Community Development (includes Community Development and Preservation of Historic Buildings): F. Allen Craig  
Education & Practice (includes Education, Office Practice, Awards and Scholarships): Ralph Spicer  
Industry Relations (includes Home Building, Const. Industry, Collaboration w/Design Professions): Harry Griffin

Public Relations (includes Public Relations and Government Relations: Francis Walton  
Special Design (includes Research, School Buildings, Hospitals and Health): Craig Gehlert

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Vice-President: A. Wynn Howell  
Secretary: Sidney R. Wilkinson  
Treasurer: Jack McCandless

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### FAA Alternate Directors

Anthony L. Pullara, Thomas V. Talley

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Anthony L. Pullara  
Centennial Year Observance: Franklin O. Adams, FAIA  
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Collaboration with Design Professions: John M. Crowell  
Education, Awards and Scholarships: Wm. B. Eaton  
Ethics and Professional Practice: Thomas V. Talley  
Government & Legislative—Const. Industry Relations: Anthony L. Pullara  
Home Building Industry: Howard F. Allender  
Hospitals & Health: Martin P. Fishback, Jr.  
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Public Relations—Community Development: Elliott B. Hadley  
Research: Kenneth W. Dazell, Sr.  
School Buildings: Felix Benton

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Secretary: Lester N. May  
Treasurer: John B. Marlon

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### FAA Directors

Sanford Gohn, FAIA, Turpin Bannister, FAIA

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Gordon Dirkes, David Reeves

(Continued on Page 18)

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Community Development: Gordon Dikes  
Education and Practice: Wm. Broidenbach  
Industry Relations: Myr. Manes  
Public Relations: M. H. Johnson  
Special Design: David Reeves

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Program: Neil Webb

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Vice-President: Anker Hansen  
Secretary: Roger G. Weeks  
Treasurer: James H. Look

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### **FAA Director**

William S. Morrison

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Education & Practice: David H. H. H.  
Governmental Relations: William S. Morrison  
Historic Buildings: Chandler Young  
Membership: Samuel Marshall  
Program: Ula L. Manning  
Public Relations: F. Treadway Edson  
Relations with Construction Industry: Frank J. Sindelar

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Vice-President: James B. Windham  
Secretary: Robert B. Murphy  
Treasurer: John T. Hart

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F. Ear DeLoe, Alex Hatton, Ralph Lovelock

### **FAA Director**

Hill Stiggins

### **FAA Alternate Director**

John Burton

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Chapter Affairs: George Spohn  
Collaboration with Design Professions: James Windham  
Collaboration with Departments of Education & Research: Alex Hatton  
Community Developments: John Thomas Watson  
Education & Registration: Richard B. Rogers  
Governmental Relations: James Gamble Rogers  
Home Building Industry: James Windham  
Hospitals & Health: Ralph Lovelock  
Membership: Hill Stiggins  
Office Practice: F. Ear DeLoe  
Preservation of Historic Bldgs: Henry Whitworth  
Public Relations: John T. Hart  
Relations with Construction Industry: Charles Hendrick  
Research: Francis Emerson  
School Buildings: Robert B. Murphy  
Urban Design & Housing: John Burton

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Vice-President: Robert C. Broward  
Secretary: Albert R. Broadfoot, Jr.  
Treasurer: Thomas E. Ewart, Jr.

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### **FAA Directors**

Taylor Hardwick, Ivan H. Smith

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Centennial: Herbert Coore  
Chapter Affairs: Willie Stephens  
Civic Improvement: Robert C. Broward  
Collaboration with Design Professions: Stanley Gordon  
Education & Registration: S. Ralph Fetter  
Fee Schedule: Taylor Hardwick  
Governmental Relations: J. Brooks Haas  
Home Building Industry: Cecil B. Burns  
Hospitals & Health: Lee Hooper  
Membership: H. Lamar Drake  
Office Practice: Warren C. Hendry  
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Secretary: Edward G. Gratton  
Treasurer: G. Robert Abele

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### **FAA Directors**

James E. Garland, Irving E. Horsey  
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### **FAA Alternate Directors**

M. Blair Wright, Jerome Schilling, Thomas Madden

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Education: Jerry P. Simmons  
Hospitals & Public Health: Emory L. Jackson  
Membership: John D. Grimshaw  
Office Practice: Theodore Gottfried  
Preservation of Historic Bldgs: Herbert H. Johnson  
Public Relations & Competitions: Herbert R. Savage  
Relations w/ Construction Industry: Lewis M. Hart  
Research: Verner Johnson  
School Buildings: Frank E. Watson  
Urban Design and Housing: William A. Russell

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Dining, Refreshments & Attendance: R. A. Anderson, Jr.  
Legislative & Political Action: Andrew J. Ferentino  
(Continued on Page 17)



(Continued from Page 10)

Program: Lynn Korach  
Scholarship & Student Loan: Edwin T. Reader  
Special Messages & Gifts: Edward G. Gratton

#### Committee Chairmen

**Continuing Temporary for Special Purposes**  
Centennial Observance: Robert M. Little  
City Defense: Howard Dunn  
Contracts: Frank E. Warner  
Compilation of Special Building Regulations of  
Dade County Municipalities: Wm. H. Guerin  
Design & Bldg. for F.S.C. A.I.A. Headquarters &  
Florida Architect Office Space:  
Murray B. Wright, Jr.  
Preparation F.S.C. Membership Roster: Lynn Korach  
Preparation of Budget: Verner Johnson  
Publication and Distribution: "Presenting Your  
Architect": H. Samuel Kruse  
Unified Code: Igor B. Potavitzky

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Vice-President: Frederick W. Kessler  
Secretary: Kenneth Jacobson  
Treasurer: Donald Edge

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N. Powell, John Stetson, Hilford T. Smith, Jr.

#### FAA Directors

Charles E. Duncan, Harold A. Obst

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Plockelmen  
Awards: Byron Simonson  
By-Laws Revision: Raymond H. Plockelmen  
Fellowships: Robert M. Navins  
Historical Buildings: Belford Shourmate  
Legislative: George J. Votaw  
Joint Cooperative Committee: Donald Edge  
Practice: David Shriver  
Program: Frederick W. Kessler  
Public Relations and Centennial Observance:  
Jefferson N. Powell

#### FLORIDA NORTH CENTRAL

##### Officers

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Vice-President: C. Ernest Daffin  
Secretary-Treasurer: Forrest R. Coxen

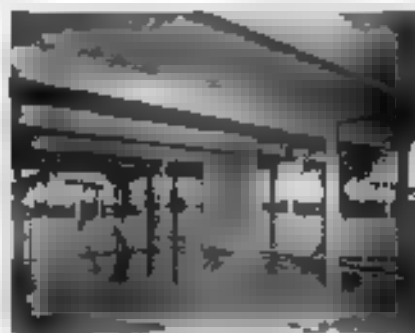
##### FAA Director

Forrest R. Coxen

#### Committee Chairmen

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bership and Education: James A. Stripling  
Public Relations: includes Centennial Observance:  
Albert P. Woodard  
Community Development: Prentice Huddleston

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## The AIA Revises Its P-R Program

Henry B. Kauffman & Associates, the AIA's new P/R counsel, reports on seven P/R "problems" and lists the objectives of a program looking toward their solution

As of January 1st, the AIA through its national headquarters, retained the firm of Henry B. Kauffman & Associates of Washington, D.C., as public relations counsel, in place of Kohn, Fox & the Pittsburgh, Pa., firm which held that position for the past two years. In mid-March, Henry B. Kauffman rendered the first report of his firm's study of the existing committee or public relations of the AIA. That report has now been released by AIA Executive Director Leonard A. Peters. It is comprised of a statement of the AIA committee.

The committee headed by Henry B. Kauffman reports that it is extremely pleased and impressed with the activities of counsel to date. It statement stresses the current importance of the AIA committee

existence program and indicated that the new P/R Council's general program would necessarily be deferred until after the AIA Centennial celebration in 1956.

However, a preliminary reading of Mr. Peters' report even the amended form released by the AIA suggests that P/R activities will be generally focused on a temporary, or only a number of problems related to operations drawn from a questionnaire by Kauffman firm. The report lists these problems as: "disputes, problems of external media relations and those involving what is called the 'interior field'."

In the first category of "disputes" is presumably the long in vogue but P/R subject. They are: "In the area of exchange dealer, notably certain commercial

groups operating in the field of pre-fabricated buildings." Professional competence. The unfortunate fact that the public is not generally aware of the function and skills of the architect as of his merit in terms of economic worth to the community. A government involvement.

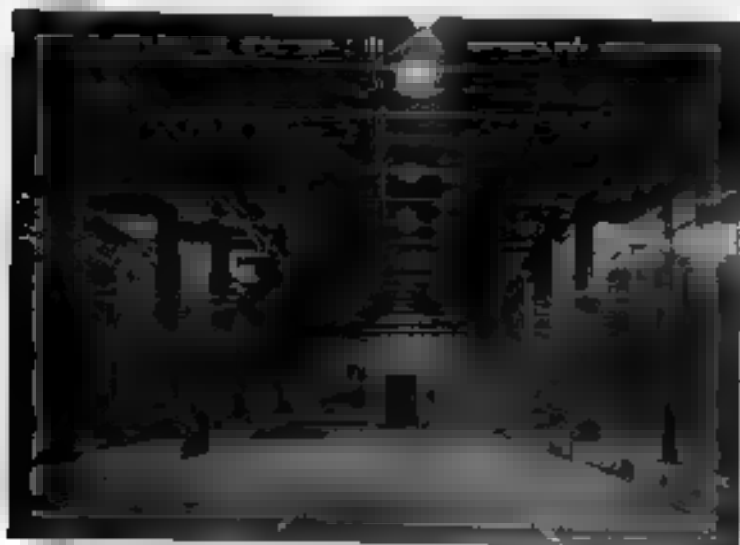
The tendency toward establishment or architectural business on the local level and the limitation of Design resulting from the volume of such business and from the national and reluctance of business interests and investors to plan their faith in architectural design.

P/R Council's report listed three problems under the heading of the "interior" category. Lack of orientation of the architect in many cases with the wants and needs of his community with a resulting miscommunication being filled with commercial interests and package deals.

Lack of effective communication between AIA and its members, stated primarily as failure of AIA members to appreciate the extent of the work performed and accomplishments realized by the AIA committee officers.

*(Continued on Page 22)*

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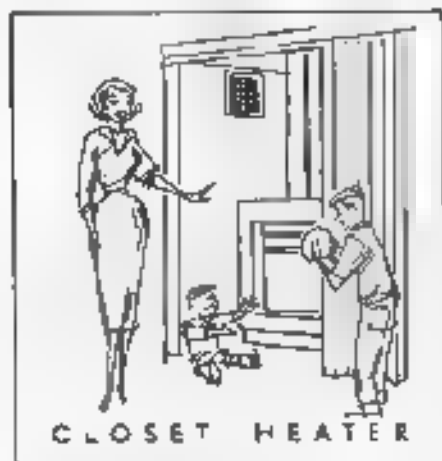
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### Bradford

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### Brevard

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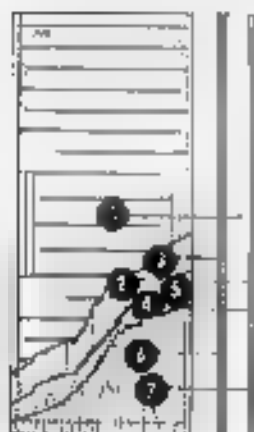
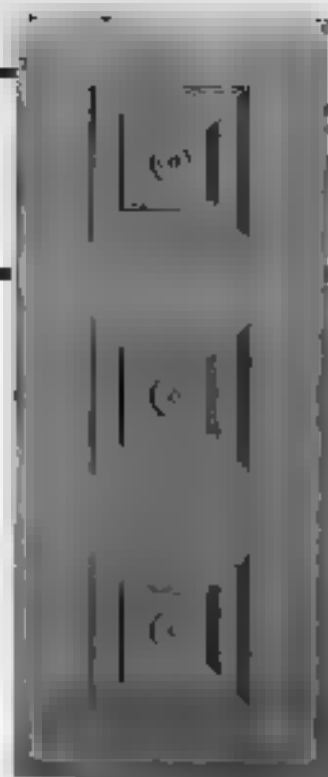
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THE FLORIDA ARCHITECT

## News & Notes

### Centennial Anniversary Is Observed by Three Chapters

[illegible]

In Louisville, nearly 80 people  
baptized themselves their way, and  
received communion. A bill of lading  
issued at the 3-5 Student Action  
Meeting at a conference to heat the  
Carnegie Hall for the 4-4 meeting  
on the grounds of another peace  
group organized up and connected on  
the previous night and arranged  
about 500 to 4-4 has already in a  
household baptisms. The student group  
also sent a petition as the peace  
group and the 4-4 Student Action  
and Student Action Committee was a  
household baptism. The student  
group has organized and received  
participation as in household baptism  
of the 4-4 with a 4-4 Student  
Action widow of the man who  
4-5 established a 4-4 group at the  
4-4 and 4-4 group at the 4-4  
and 4-4 group at the 4-4



**RECEPTION FOR BANNISTER** Tugene C. Bannister, FAIA, was dean of the College of Architecture and Fine Arts at the University of Florida, was about 250 citizens at the Community Center during a reception given in his honor at the Hotel Theresa in Gainesville, Fla. Sunday afternoon, February 17. The Florida North Chapter sponsored the affair to mark the Gainesville Centennial Week Celebration. With Dean Bannister were: Arthur Lee Goodenough, president of the Florida North Chapter; left, and Sanford W. Goss, FAIA.

The Police told it that Palm Five was the same as the Palm Four Apple Corporation was accused of making and it admitted to make the Apple Watch in the same way as the Palm Four was made and they told the Apple Corporation that they were not interested in the Apple Watch. The Apple Corporation said that they were not interested in the Apple Watch.

[illegible]

### Winners of U-F Architectural Student Competition



Awards in two design competitions for U. S. architectural students were presented at Gainesville February 12th by officials of the Florida State Conference of the NAACP, NAACP and NAACP International Union, sponsors of the competitions. Left to right: U. S. Navy Secretary, Treasurer of the organization and into the night, students of the NAACP.



Dr. Mann, fair price: B. G. Williams Jackson; B. second  
 price, and P. L. Mann. Mann, high price. Price is the  
 other competitors was presented by C. G. Williams right.  
 B. M. P. (see paragraph) was presented by C. G. Williams right.  
 to right C. G. P. Williams Jackson; B. second price, and P. L. Mann.  
 Jackson, fair price.

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## News & Notes

$$f_{L, \text{PH}}(t) = \frac{1}{\Gamma(\alpha)} t^{\alpha-1} e^{-\beta t} \quad \beta = \frac{1}{\theta}$$

must give the farmers a credit of reimbursement against his loan as a part of the development of the bank since the first year alone he advanced in 19

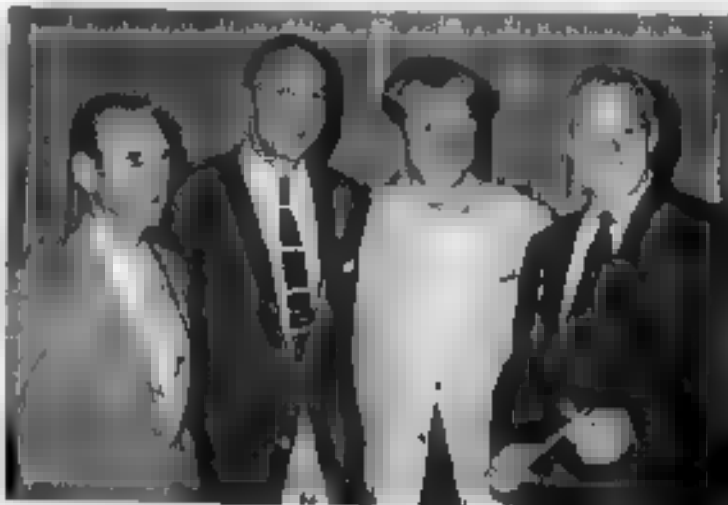
Largest and most elaborate of the five ceremonial meetings was that at the World Council Chapter which was planned as an all-day affair, beginning at the Chapter Executive Council and membership meeting followed by a women's party and in the evening at the Tampa Terrace also. The dinner was attended by more than 400 including a mix of a mobilities from Tampa St. Petersburg Clear water and Sarasota. Among the speakers were John M. T. of Louisville representing Young Men's Christian Association, and the faculty of the

U/E College of Architecture and  
Eng'g

Spent some quiet and much useful time in evening with people from various clubs or Progressive organizations. In speech was discussion of both were and protest against infidelity and ill treatment in hospitals and the health of the nation. 1 AM membership.

The California meeting started at 10:00 in a hotel he considered good although it had no well-arranged sleeping quarters for Communist delegates, including the Communists, who would not be a technical factor in providing comfortable quarters for them. Russia and England, he thinks.

*Continued on Page 28.*



957 Florida South Chap-  
lain WPKW, above, are  
left to right F.A.A. Dange-  
l, Vernon Johnson, Wabi Snyder, president,  
Irvin Kuegel, vice-presi-  
dent, and Y. Trip Russell,  
chapter director who was  
1956 president.



THE FORTY-SEVENTH

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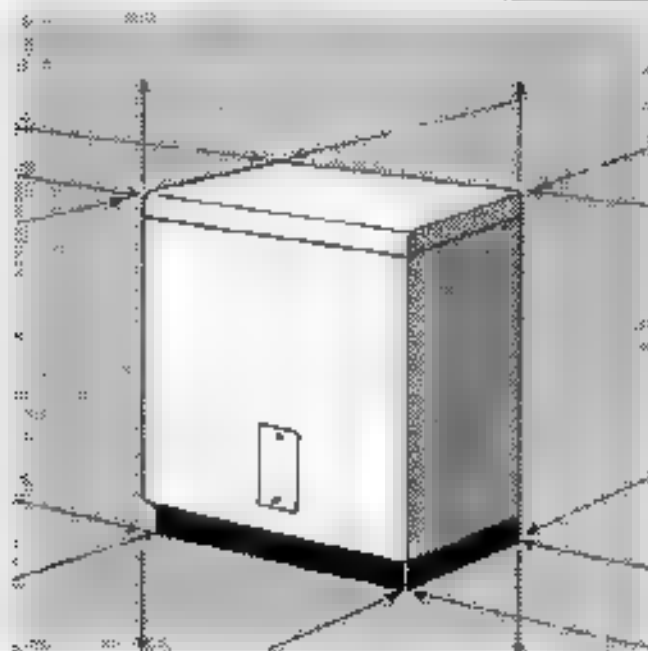
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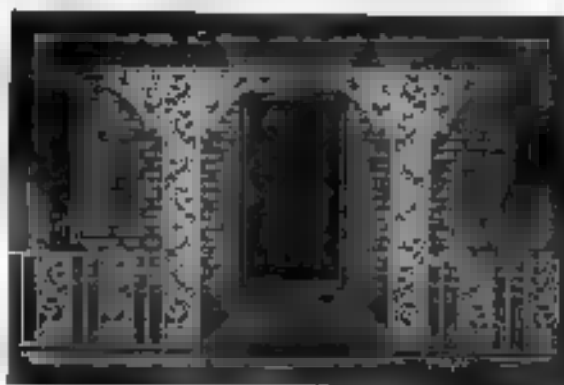
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## News & Notes

(Continued from Page 24)

and also on 24th the research agency of the John A. Roebling & Sons Co. and Paul C. Johnson, chief engineer of the Florida Turnpike Corp., were present.

The chapter business session is held on the afternoon. Attendance was about 30 and chapter rolls were increased by admission of six new members and a large group of associates, among them Laura Bennett, Wayne and Cary L. Bennett as the couple's first women members.

Among other reports, the P. R. committee chairman Paul R. Harker noted that chapter plans for a speaking tour in 1967 had been completed and that a list of 10 such on a volunteer basis was now available for speaking engagements in other communities of the chapter area.

The chapter Auxiliary held its meeting in the afternoon, was highlighted by a showing of the film "Architecture USA" and a discussion of plans for a new Auxiliary participation in the 1967 AIA annual.

Following a recently-developed custom, an all-day exhibit had been set up as part of the meeting program. The committee headed by Anne C. P. Simpson, assembled an excellent Architectural exhibit to show the work of Florida cast artists in bronze, iron and ceramics.

### Mid-Florida Auxiliary Meeting at Winter Park

First meeting of 1967 for the Mid-Florida Chapter Auxiliary was held January 24th at the Winter Park Country Club. Mrs. James Cassatt Rogers was hostess for the meeting, which Mrs. Rogers, P. R. committee president, supervised appointment of the following committee heads: Mary Ann Farrow, publicity; Mrs. James Cassatt Rogers, program; Mrs. George Rogers, historian; and Mrs. Frances Anne parliamentarian.

The program was in keeping with the theme of the new meeting to educate its members in promoting the AIA. Mrs. Richard Rogers Rogers gave brief report of the PAA 1966 Annual Conference at Miami Beach. Mrs. Rogers B. McKinney presented an introductory report on the development and goals of the AIA and Mrs. Helen Bookman did.

THE FLORIDA ARCHITECT



## News & Notes

1991 1992 1993 1994

sketched the history of the American mathematical AIA headquarters in the old building in DC and the organization of the new American structure including the joining of the Royal Institute of Architects of the United Kingdom and the American Institute of Architects, to which they are engaged in the professional practice of architecture.

## Plans Promise Tip-Top Convention for 1957

The week's FALA Convention closed on Sunday night in the State capital of Fort Smith. The city was swamped by the huge conference meeting held at the Fort Smith Convention Center. The Fort Smith Hotel was used for the purpose of holding the week's FALA Convention. The hotel was a fine example of modern architecture. The hotel was a fine example of modern architecture. The hotel was a fine example of modern architecture.

[illegible]

Though many details still remain to be filled the overarching theme of the film is a touching, everyman program geared to the act but will prove to be a top winding of the best theatrical collaboration of Thomas is unanimously accepted by the audience to be After 3 weeks, the final design of the future "The winners will be crowned on Page 205

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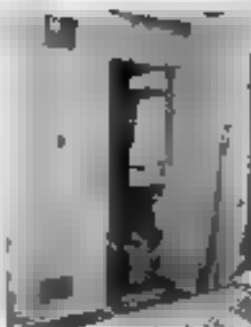
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## News & Notes

(Continued from Page 17)

of the Convention program is being built about this time and a series of seminar talks and panel discussions will deal with four general phases of Florida's architectural future — in design, in construction, in materials and in planning. As now planned, the theme will be presented at the Convention's opening day luncheon by a nationally known speaker. It will be developed on seminars during the two following afternoons and a wide semimonthly address will highlight the final session at a Saturday luncheon.

The Convention has planned the Clearwater Connection as a full two-day affair with a ceremonial opening of its Building Products Exhibit at 9:00 A.M. Tuesday morning followed at 11:00 A.M. with the first buyers' session. Business sessions have been planned for each morning of the Convention, but each has been scheduled for only an hour and one-half duration to give conventioners plenty of opportunity in viewing the building products exhibit. As at the past two conventions, there will be a free hospitality hour in the exhibit area.

## P/R Program

(Continued from Page 18)

and staff" and "Lack of contact of liaison with building industry groups — primarily a problem 'at the field level' where prime evidence of this is seen in the 'misunderstanding field' and, in addition, a situation wherein the architect is losing his contact with the masses which, through membership in school boards, church, clubs and building committees even a substantial influence upon the practice of architecture.

The report listed three broad objectives toward the end of developing solutions to the problems cited. They are:

1. Create public understanding of the architect as a professional person who is of both cultural and economic worth to his community; impress upon the public that the architect is an intimately practical person who should be consulted rather than bypassed, when money matters emphasize that there are important economic advantages in hiring an architect.

(Continued on Page 19)

THE FLORIDA ARCHITECT

## P/R Program

(Continued from Page 22)

fect. Only by creating this climate of public opinion can we effectively meet the challenge of the package dealer.

2. Maintain and improve professional competence, both as it is demonstrated in individual building design and community development and as it is engendered in the schools.

3. Improve all lines of communication between the professional society and its members. Make and keep them conscious of what the AIA does and is striving to do for them. Keep all AIA members informed of their society's programs, activities and plans.

Though not specifically stated in either Mr. Deming's report or that of the P/R steering committee the importance of pursuing these objectives actively in the local area of each AIA Chapter was presumably recognized. Mr. Deming touched briefly on the need for "preparing a flow of materials and aid to the chapters"; and the P/R steering committee noted a decision to continue "regional workshop and appearances by public relations counsel" and stated that preparations for a extended series of such seminars will be started immediately.

It is probable that every Chapter president and P/R committee chair man would agree completely with the new AIA P/R Council's statement of the problems involved and the objectives of a P/R program looking to their solution. But what is necessarily vital to Chapter officials is the mechanics to be employed to reach the objectives. To them the what of a local P/R program is often as clear as crystal from a local point of view. What they need most is help in working out the how of such a program.

The steering committee's report indicated that some material prepared by the former P/R Council as aids for local chapter activities may be continued, though subject to possible revision. This refers especially to the P/R Handbook and Speakers' Aids, a full list of which has been newly prepared for Centennial celebrations. It was also announced that a new film on architecture is now in preparation by Time, Inc., in cooperation with the AIA. When completed, prints will be distributed to Chapters free of charge.

MARCH, 1957

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Contracting firms listed below have either been recommended by practicing architects in their locality or are listed as a member of one of the following organizations: AIA, Associated General Contractors, F.A.C., Florida Association of Electrical Contractors, AGC, Associated Builders and Contractors, NACAA, Nat'l Concrete Masonry Ass'n, NRMCA, Nat'l Ready-Mixed Concrete Ass'n, FCPA, Florida Concrete Products Assoc. E- Terms as noted.

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## State Board Grants Registrations to 79 Applicants; 26 of Which Are Residents

Seventy-five licenses, including two reciprocity permits, to practice architecture have been issued since July 1, 1956, according to the office of the Florida State Board of Architecture. Of these, 49 were granted to out-of-state architects. Distribution of these as: New York, 14; Illinois, 6; New Jersey, 4; Georgia, 3; North Carolina and Ohio, 1 each; Alabama, Indiana, Louisiana, Michigan and Pennsylvania, 2 each; and one each from California, Connecticut, Kentucky, Maine, New Hampshire and New Mexico.

Newly registered Florida residents, most of whom are:

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**Clearwater**  
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# Producers' Council Program

The Producers' Council role in the forthcoming Centennial Convention of the AIA will, appropriately enough, be one of the largest on record. As now planned, the Product Exhibition of this 80th Annual Convention will be held in the Exhibition hall of the Sheraton-Park Hotel in Washington, D.C., where 107 booths will present a comprehensive display of new building products. In at least 23 of the exhibits, displays will have an historical character, indicating the progressive developments of the products shown.

The Products Exhibition will be open for four days during the Centennial Celebration, thus providing each visiting architect ample time for informative visits. This year the exhibits will be staffed by technicians rather than salesmen; and it will therefore be possible for visitors to obtain at first hand answers to a wide range of technical questions.

As in the past, this Product Exhibition is co-sponsored by the AIA and the Producers' Council. The two organizations are also joint sponsors of the Building Products Literature Competition, now a well-established part of the exhibit phase of AIA annual conventions. The 1957 Competition is the ninth of its kind and was originally started in an effort to improve the overall usefulness of manu-

facturers' product literature. Officials of both AIA and Producers' Council credit the annual program with materially raising the standards of advertising directed to architects through the professional press as well as catalogs of both a reference and current informational character.

One of the chief purposes of the competition is to encourage manufacturers of building materials and equipment to adopt a more technical approach in preparation of building products literature and advertising, intended primarily for architectural audiences. For this reason judgement of all submissions is by a five-member panel of architects. Announcement of the panel and the results of its judgement in the four award classifications of the competition is customarily made during the early part of an AIA Convention program. Award winners will be on display throughout the Centennial Celebration.

The March Informational Meeting of the Miami Chapter of the Producers' Council will be held at the Coral Gables Country Club on Tuesday evening, March 26th. Sponsoring host will be The Anderson Company; and the subject of the meeting will be "Wood Windows with Architectural Appeal".



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in conference...

## Bridge to Understanding

By JAMES K. POWNALL

Chairman, FAA Legislative Committee

I'm going to propose an idea for a program which I hope will find enough favor to be adopted by every one of Florida's ten AIA Chapters. Briefly, it's this: As county and community representatives, our State Legislators should know what architectural services can mean to the progressive development of our State. And the best way for them to get that knowledge is to understand what architectural service is through friendly contact with the professional men whose job it is to provide it.

To some that may smack of politicking. Others might dignify it in terms of improving public relations. Depending on the circumstances and the results, it could be both. But to me it signifies just plain helpful common sense. When you make friends with a man, you can talk to him. And when you can talk to him a lot of new understandings can be cleared up and a lot of new understandings created as a result of conversational give and take based on mutual respect and sincerity.

Let's face it. When you elect any man to an office, you change him. You make him your emissary, give him new and varied duties, charge him with unfamiliar responsibilities. And not just you alone. Everybody in your community—including the individuals with ties to grand groups with a public mission, blocs with private interests. It's understandable, indeed necessary, that our State Representatives become wary of proposals, cautious about commitments. Public office burdens any man of conscience with the awesome responsibility for decision. The only basis on which he can discharge his representative obligations to his community is the basis of facts—an understanding of needs and the means for filling them.

I've always felt that understanding was a two-way street. I don't believe you can get any man to take much interest in your affairs and problems unless you're willing to demonstrate an equally sincere interest in his. In con-

mon with most professional men, architects have gained a reputation for living pretty much in a world of their own. They haven't been very vocal about matters outside a pretty narrow professional sphere—particularly with respect to many public questions that concern their legislators. So it's easy to understand why legislators haven't appeared too much interested in them.

This situation can be easily changed, I think. But I also think it's up to the architects to make the first move. As a start, therefore, I suggest that each member of every one of Florida's ten AIA Chapters get to know each State representative in his community and county. It would be an excellent idea for each Chapter to hold a legislators' meeting at least twice a year. Let every local representative be made welcome. Plan a program which will include discussion of mutual interests—and be sure to allow time for plenty of informal questions-and-answers from legislators as well as architects. I'm certain that both groups would be surprised to discover how much solid good would come out of a regular series of such statewide meetings.

One point relative to this suggestion needs emphatic clarification. This should certainly not be a self-seeking program on the part of the architects—nor a political effort on the part of the legislators. The sole object is to build a bridge of mutual understanding between people who are importantly instrumental in the physical development of their communities and the people who represent those same communities in the State Legislature.

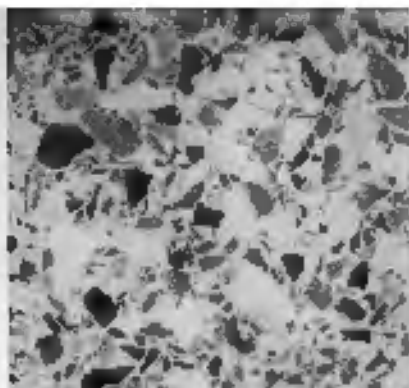
The common ground on which both architects and legislators must surely meet is the safety and welfare of the public which each group serves. Each can improve his service to the public by better knowledge of what the other does. Together they can do even more. And that fact alone is all the justification needed for the immediate development of a friendly understanding between them.



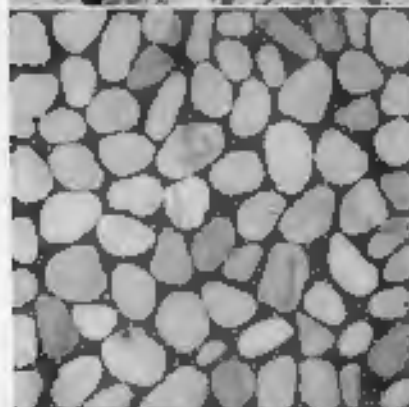
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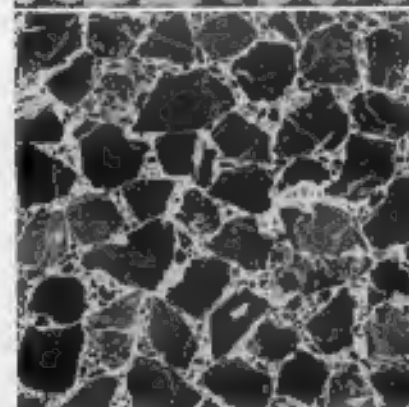
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17-S



1-E



16-F

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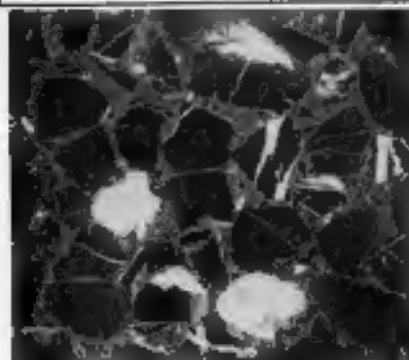
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13-F



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